

POSITIVE DRIVE KIRCHBERG

ims

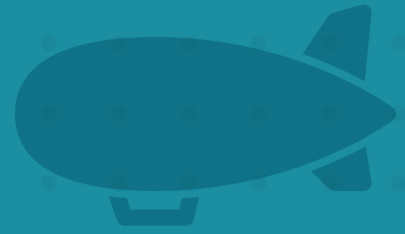
IMS LUXEMBOURG
Inspiring More Sustainability



28TH MAY - 6TH JULY



#POSITIVEDRIVEKIRCHBERG



POSITIVE DRIVE

30 days to try a greener mobility
and get rewarded the more “smiles” you’ll win

- ✓ SIGN UP TO THE CAMPAIGN
- ✓ TRY MULTI_MODALITY
- ✓ WIN PRIZES
- ✓ IMPROVE YOUR MOBILITY EXPERIENCE



Download “**POSITIVE DRIVE**” App
in the Google play store and in the
iOS App store



Register your daily mobility with
the App: walking, cycling, driving,
public transport use, home office
and carpooling



Know the total distance, travelled,
calories burned, money saved,
CO₂ reduce emissions



It’s anonymous: the first KM is not
recorded and the collected data
can’t be linked to an individual

EARN (S)MILES WITH YOUR DAILY TRAVELS...
AND WIN AMAZING PRIZES

BY PARTICIPATING YOU WILL:

Help improve mobility
in Luxembourg

Draw a comprehensive mobility
picture of the Kirchberg area

Help to collect mobility data
which enables us to design a
better mobility for everyone

Support us to engage a dialogue
with public authorities to develop
comprehensive mobility plans



This campaign is organised by:



IMS LUXEMBOURG
Inspiring More Sustainability

And powered by:



WORLDWIDE MOBILITY SOLUTIONS



ALLEN & OVERY

arendt
arendt & medernach



La Banque de l'Elle



Linklaters



CLEANING AND SERVICES